

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, JUNE 25, 1890.

NO. 37.

YOUR NEWSPAPER
ADVERTISING?

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

A New England Shoe Dealer writes:

"Have received over one thousand answers from my five line advertisement in the LADIES' HOME JOURNAL."

How in the world a thousand answers can be obtained from five lines (one insertion), we do not understand, but the above would seem to indicate that

The Ladies' Home Journal

Subscribers hunt for even the smallest announcements.

With a circulation of nearly half a million copies, entirely among the best people, we offer high class advertisers the finest possible field for profitable investment.

Send for "*A Philadelphia Enterprise*," showing photographic reproduction of our entire establishment.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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FRUITS OF ADVERTISING.

Nature at all times and periods of the year places in the hands of man fruits of its evolution. These fruits are the necessities of man's existence; but do we live only to exist?

Existence seems to be the only aim of many, but there are others whose ambition is higher. The channels in which that ambition is manifest are many. Commercial and professional channels are the two great arteries through which men of ambition ascend the ladder of prosperity. The heart of the commercial world which propels its stream of men so irresistibly on to fortune and success—which is really the fountain of a commercial life—is knifed and torn asunder by the professional world. While it beats and nourishes the commercial body, it is not allowed even an abiding place in the body of professional existence. I refer to advertising.

The man of commercial life who enters the stream of business activity, looks first to the press as his medium of success. Through it he obtains prosperity. Printers' ink is to his commercial existence as blood is to his physical existence. Why should it not be so? "The pen is mightier than the sword," and the press supplants both.

The heart of the commercial (advertising) has made a Barnum, a Wanamaker, a Stewart, a Marshall Field, a Rockefeller, an Armour, a Carnegie; and the charitable deeds whereby these men alone have distributed millions of dollars among the poor has endeared their names to many an unfortunate. Advertising has enabled them not only to do this, but their respective businesses, nourished by the great advertising heart, affords support to thousands of people.

There is a wider scope to advertising than merely the financial benefit to the advertiser and the advertising medium. It is more than the heart of the com-

mmercial world. Its fruits are distributed to the ends of the earth. It is the foundation and provider of charity and benevolence. Yet two great professions (medical and legal) regard it "a principle held sacred" not to recognize advertising or the advertisers if they are members of either of the professions. I refer particularly to the medical profession. The cry of the medical profession when one of its members advertises is, "quack, fraud, impostor." It matters not how prominent, skillful or successful professionally he may be, how much respected and honored by his fellow-citizens, and how prominent in society or scrupulous in business transactions, if he advertises he brings upon his head the maledictions and unjust charges of fraud by the members of the regular profession.

A case in point occurred recently in Chicago. The Mutual Medical Aid Association was organized, with Carter Harrison, Ex-Mayor of Chicago, as President; Dr. S. K. Crawford, Prof. of Surgery, College of P. and S., and Dr. De Wolf, health officer of the city for years, as medical directors. The object of the association was to provide medical treatment for the poorer class of people gratuitously, outside of membership fees of from \$2.00 to \$5.00 per quarter. Its object was praiseworthy, commendable, almost charitable, and worthy the commendation of any American citizen.

The association ventured to set forth its object and plan in circular form. For such action (saying to the poor that they would furnish them medical attendance at a rate within their means) Drs. Crawford and De Wolf were summoned before the Chicago Medical Society, and the accusations made there by certain members against them were shameful, such as accusing them of being the instigators of one of the greatest frauds of Chicago, etc. Especially was it shameful when it is considered that there is no flaw in either of

these prominent M. D.'s. as regards character or professional ability. How long will this tyranny be exercised in America, the country that offered to our Puritan fathers the liberty of freedom in thought and speech?

The fruits of commercial advertising are obvious and plain to be seen. Medical advertising is none the less fruitful; to the contrary, it embraces all that commercial advertising yields, and in addition calls the attention of suffering humanity to those who successfully treat special diseases. It is thus the means of relieving the suffering of our fellow-men.

The question will doubtless arise in the reader's mind, why should an "advertising specialist" be more successful than a general practitioner? Our answer follows: The specialist confines his practice to one particular line. The general practitioner endeavors to cover the entire field of medicine. Can he do it? I have seen a hoary headed M. D., after fifty years of practice, shake his head and say, referring to his practice, "I've lived a life of guessing, I'm guessing now, and I'll doubtless die a-guessing."

The specialist, being confined in his practice to only one portion of the great study of medicine and surgery, becomes more proficient. He treats more cases in his special line in a month than the general practitioner will in a year. If he advertises judiciously he will at least double his practice. He gains more experience, which is our best teacher. "It is better to be a master of one trade than a Jack-of-all-trades." Yet the "regular general practitioner" would have people believe that the "advertising specialist" knows nothing, while in fact he has fifty chances to learn (in his specialty) where the "regular" general practitioner has but one.

W. C. BRINKERHOFF, M. D.

EDITING a newspaper is the process of weighing news. No newspaper ever prints all the news, although many advertise to do so. Events which are printed are those which the editor believes to be of the greatest interest to the greatest number accustomed to read his journal; and the lengths and positions allotted to the items as they appear in the journal, illustrate the editor's notion of the public's estimate of their varying values as news.—*Eugene M. Camp.*

UTAH NEWSPAPERS.

The Territory of Utah is about ten times as large as the State of Massachusetts. Its people number half as many as are to be found in the city of Boston—a quarter of a million of population occupying 80,000 square miles. Forty newspapers are printed, more than half of them in Salt Lake City; among these are four dailies. Ogden also prints three dailies, and one is issued at Provo City. Look at a map of the United States, examine the scale of miles, and take a piece of thread of sufficient length to indicate 500 miles. Apply one end at Salt Lake and describe a circle with the other, and it will be perceived that this city is in the center of a section of country considerably more than one thousand miles wide, in which there is no other place that approaches it in size or commercial importance. Salt Lake is destined to be a large city, and at the present time is increasing in population at a rate never before known.

Of the four daily papers the *Tribune* is the best known, and has the largest circulation. It is anti-Mormon, and cordially disliked by the Latter Day Saints. The *Deseret News* is the official organ of the Mormon Church, and is practically a religious newspaper. The *Herald* attempts to deal fairly with saint and sinner, and takes conservative ground upon questions that arise between the Mormon and the anti-Mormon interests. The president of the Herald Company is a Mormon. The *Times*, a new evening daily, is not inferior in make up, appearance and character of contents; and, so far as one may judge by observation in and about Salt Lake City, its sale is already as large as that of any one of its contemporaries.

Of all the population of Utah more than three-fourths are Mormon. Nearly all the farming interests are in the hands of this people. They are not lacking in intelligence, and are thoroughly in earnest. They do not read the *Tribune*. The best single paper to be used by an advertiser to attract their trade is the semi-weekly edition of the *Deseret News*. But three Utah publications issue more than five thousand copies regularly. The Sunday editions of the *Tribune* and *Herald* would be no discredit of St. Louis or Cincinnati.

GETTING TESTIMONIALS REALISM IN ADVERTISING.
FROM PUBLIC MEN.

"One of the chief occupations of the private secretaries of the members of the Cabinet," says a writer in the *New York Tribune*, "is to answer invitations to banquets, receptions, etc., from all parts of the country, which come to their chiefs. This formal recognition of invitations from comparatively unknown sources has become so common that I am not at all surprised at the action of the editor of a New York paper who inquired of his Boston correspondent recently if the burlesque letter of regret from the Czar of Russia, read at an entertainment, was genuine or not. One of the proudest moments in the lives of many local statesmen is that in which they read to the assembled company the cordial letter of regrets sent by 'Yours Respectfully,' the Postmaster-General or the Secretary of the Interior. But the advertisers have taken hold of the idea now, and the day of the Cabinet officer's regrets is beginning to wane. Usually these invitations come from dinner clubs, or from people in charge of celebrations of some kind; and it is so well understood that the only thing desired is a letter to read at the festive board that it is seldom that the Cabinet officer sees the invitation that is addressed to him. The private secretary disposes of it in brief space, with a graceful note of acknowledgment and regret, and the matter is dropped there. Not long ago all of the members of the Cabinet, and the President as well, received from St. Louis an invitation to be present at the opening of a 'Park.' The Secretary of the Navy and the Postmaster-General, through their private secretaries, answered the invitations, the signatures to the regrets being those of the private secretaries. They were surprised not long afterward to find at the bottom of a flaming real estate advertisement in a St. Louis newspaper a reproduction of their letters, with fiery headlines, which said: 'See What the Postmaster-General Says!' and 'Read the Letter of the Secretary of the Navy!' The 'Park' was one of the many suburban improvements being planned in the vicinity of St. Louis, and the 'opening' was the first day's sale of property."

TWELVE papers are devoted directly to the Army and Navy.

The accompanying cut shows the results of a somewhat ambitious attempt to introduce the realism which pervades modern literature and other fields into the province of advertising:

"PREVENTION BETTER THAN CURE"

Novel: Use The Prophylactic Tooth Brush.



From copyright photo by Bitt.

No other cleanser compares with it.

HAVE YOU ARTIFICIAL TEETH?

Buy a Florence Dental Plate Brush—if you cannot find it, send for circulars. Either Brush sent by mail on receipt of 35 cents.

FLORENCE MANUFACTURING CO.
Florence, Mass.

The old-fashioned advertiser who has been following the same methods for years, seems quite satisfied to continue using coarse, rough-looking wood cuts, because he knows that while a more finely drawn engraving might appear to better advantage in a handsomely printed publication, it will be little more than an indistinguishable blur in the average paper. In the above instance a photograph, which doubtless possessed much merit in its original form, has been reproduced with a result which can hardly be considered satisfactory. At the same time it is to be hoped that some way will be devised by which the modern reproductive processes, so pleasing in their effects when properly handled, can be introduced into the advertising columns of the better class of publications.

An advertisement is a window through which all the world may look into your shop and see just what you wish it to see—no more, no less.—*Ex.*

It is as hard to do business without advertising as it is for a cross-eyed man to borrow a shot-gun.—*Ex.*

OPINIONS OF RETAILERS.

The Brooklyn *Times* has lately done a good thing in gathering the opinions of large local advertisers, and printing them in the form of a symposium on topics most interesting to users of printers' ink. Many of these are business houses which spend a great deal of money in the local newspapers, and what they have to say is worthy of attention. A few of the most pertinent of these answers are reprinted herewith:

The newspaper is the greatest agent the merchant can have. Show me the man who advertises judiciously and honestly in the newspapers in his locality, and I will show you a successful business man. It is just as natural to advertise in a dull season as it is to eat when you are hungry, and just as necessary. Advertise facts. Have the goods in stock when you advertise. Don't say you are selling for half cost. The people will not believe you; they know better. Mark your goods in plain figures, so a child can buy as well as its mother. Then you will have the confidence of your customers and the public in general.—*John S. Collins.*

While the public is always open for a bargain, yet bargain advertising is as a rule a spasmodic and forced nature. A statement of goods on sale that are honestly worth that which is asked for them should constitute the bulk of the year's advertising. Apart from this, advertising will always be found to pay all the year round. Truthful advertising is the secret of business success. Any attempt at getting the better of the public will assuredly result in loss of patronage. The unscrupulous advertiser may reap a brief harvest, but failure will be his reward in the long run.—*S. Wechsler & Bro.*

When business is running along in its natural channel then it is that we find that advertising is most advantageous to us. In other words, we reap the most profit in the busiest season. It is possible to give an artificial stimulus to trade, but the artificial business that results is not retained.—*J. S. McKeon.*

We have tried each and every method of advertising, and that exhaustively, and we have come to one conclusion, and that is that newspaper advertising is the one and only way that really pays. Of course other methods give a return, but for quiet and satisfactory results give us the newspaper once, again, and all the time. Illustrative of the thoroughness with which we have tested the conventional styles of advertising, we have had one wooden sign that cost us \$2,000. We have had up at one and the same time 2,300 standing signs, dispersed over an enormous area. We have exhausted printers' ink in the shape of letters, circulars, etc., and in the long run we have come right back to the newspapers. Of course we have received good, solid returns from these boards and similar methods. They all assisted us to build up our trade. But for day-by-day business the press is the one method that is satisfactory. We find that it pays us to keep steadily advertising all the year round. Where there is anything to announce it will always be safe to announce it, provided that the public has been taught to believe in the truth of the announcement, through the medium of the honesty of the firm who is advertising.—*Mason.*

The newspaper is the medium through which rapid returns may be obtained. But where the aim is to constantly keep the name of the house before the public other methods are advisable, or, rather, can be used in conjunction with the newspaper. Our humorous publication is an excellent example of this auxiliary.—*Smith, Gray & Co.*

Advertising in the press brings a better, more solid and in every way more satisfactory class of customers. Circulars and the like hardly touch the same people that the newspaper does.—*T. S. Casey.*

If the law specifically "prohibits defacing of natural scenery and the desecration of the American flag with advertisements," the law should be upheld, but the law should more clearly define its definition of defacement. I have seen instances where rural rocks and tottering fences were materially improved by a coat of fresh paint and the tracing thereon of bright letters. In my opinion advertising on what you are pleased to term natural scenery is the excelsior, the ever pulsism of this country's vigor; ergo, no more law on the point. The one medium of all mediums that seems to return the most for the least is the daily newspaper, and the best newspaper of its particular class or politics still further increases this "most for the least" result—the "best" is usually distinguished by its highest rates for advertising. Be it understood in this connection that fixing "highest" rates is not a matter of will with the publisher; the volume of the circulation and the quality of that circulation may be depended upon to determine the real value of the medium to the advertiser. All things being equal, there is a larger return for money spent in advertising when trade is most brisk.

'Tis an uphill pull without a corresponding rebound when business is flat, that is, between seasons. The theory that "the time to advertise heaviest is when trade is dull" is only advanced by those who do the telling you how to do it but who seldom risk a shilling in printers' ink. The only suggestion I would make in a general sort of way to those who advertise to create success or make money—and I won't presume any one advertises for any other purpose—is, be sparing of words and uniformly truthful; as to the most talkative style of constructing advertisements, one's own characteristics and mannerisms ought to stick out prominently in one's advertisements, as one's own personality takes or doesn't take in the social world.—*Desmond Dunne, Press Representative of Wechsler & Abraham.*

In the course of my experience I think I can say without egotism that I have tried nearly every conceivable means of bringing my name before the public. I have been successful, although many of the methods were of an experimental nature. But after an experience extending over a quarter of a century I have reverted to the newspaper and have practically given up all other systems. I find that I can tell what are the returns from a certain amount of expenditure to within a few dollars through the medium of a newspaper. Trade nowadays has become more than ever a rapid turning over of money. Indeed, this rapid revolution is an absolute necessity of the successful merchant. The days of stocks that were in store for one or ten years is over, and now the clothier will replenish his shelves some half a dozen times in the twelve-month. This has come about through the medium of the newspaper and the evolution of scientific advertising. A man places an advertisement in a morning paper and he looks for and obtains a response in the afternoon

and evening of the same day. The following day he advertises again, and again he looks for a second crowd that has been induced to flock to his store by the second advertisement. The most profit is, of course, during the busy season, but judicious advertising pays all the year. As to an "artificial stimulus," I look upon all advertising as producing an "artificial" demand. The natural state of the man who doesn't advertise is stagnation. The condition of the man who does spread himself in the newspapers is artificial activity. In this case art is infinitely better than nature. I would advise all my neighbors in the trade to be as careful of the statements that they make in the newspapers as they are of the goods they advertise. An advertisement that conveys a false impression is, on the long run, a distinct loss to the formulator of the falsehood.—C. L. Cameron.

Every firm should decide just what percentage of their receipts they can afford to spend for advertising and keep the advertising expenses just as near that point as possible. This arrangement is a perfect thermometer. By following it the most advertising is done when results are the best, and the least when results are the poorest. Advertising pays when done right and lived up to. Firms who do not live up to their advertisements might as well stop advertising, for the public soon learn that their announcements are unreliable and not worthy of attention.—Piper & Rewick

Competition has become so great in all trades that every large business house in order to be at all successful must advertise every month in the year. Our cities are becoming so large and so many new competitors springing up daily that it is an absolute necessity to advertise daily, in order to keep one's name before the people.—Comperthwait Furniture Company.

Our experience has always been in connection with the daily press. Of course we have inserted our advertisements in fair and charitable entertainment programmes, but in such cases we looked upon money so spent as money expended in charity. In our line of business the only available way of advertising is through the medium of the press, and consequently the papers are an absolute necessity to us. The professional advertiser of to-day looks for immediate results. His advertisement is an allegation of certain facts that stand good for the moment. On the moment, too, he expects to realize on that statement. The principle of modern newspaper advertising is based upon the principle of the news itself. An advertisement two days old is as stale as a two days' old dispatch from Europe. The advertisement must be served up hot and fresh daily, precisely as the news is. Advertising has to be done at all times, and at all times is in order. The existence of the large advertisers is at once a good and a bad thing, good, inasmuch as the incomes of the newspapers are materially enlarged, and the public are advised daily of the cheapest goods in retail market, and bad because these comparatively few big men crowd out the thousands of smaller advertisers. In most cases unless a firm can afford to take a column or two or a half-page, advertising is a waste of money. The small man who experiments in a modest way finds that he gets no returns, discontinues advertising and votes the entire system a fraud. As a matter of fact, he is simply eclipsed by the big man, who takes a column where he takes a few lines. We think it a pity that the newspapers cannot meet these small men. It seems to us that there might be a system of so classifying small-trade advertisements that the minor men and the newspapers might be

mutually benefited. When we open our paper we know where to look if we want to buy or sell a house, or want help or a situation. What, then, is to prevent us from looking for our grocery column, or our butcher column, or our tinware column. We think that this is a field that the newspapers have not as yet touched.—Lieberman Bros. & Owings.

ADVERTISING THE LIQUOR INTEREST.

The Philadelphia (Pa.) Record prints the following in regard to the advertising done by the liquor dealers:

The opponents of the prohibitory liquor amendment to the State Constitution showed great wisdom in fighting through the columns of the public press. They advertised heavily, and the payments made for advertising are now paraded in Prohibitionist journals as proof that the newspapers receiving the money were subsidized. This may impose upon silly and credulous people, but will deceive nobody else. It is, however, a signal proof of the advantage of extensive publicity. As an encouragement to other advertisers we subjoin the list of payments as we find it in the New York Voice:

May 20, Delaware County Citizen.....	\$500.00
May 25, Philadelphia Inquirer.....	1,504.52
June 7, Catholic Standard.....	175.00
June 15, Catholic Standard.....	150.00
June 15, Commercial List.....	187.25
June 17, Philadelphia Record.....	200.00
June 17, Evening Bulletin.....	500.00
June 17, Philadelphia Inquirer.....	776.00
June 17, Evening Star.....	225.00
June 20, Philadelphia Ledger.....	145.30
June 27, Evening Bulletin.....	250.00
June 27, North American.....	2,942.20
June 27, Philadelphia Inquirer.....	3,810
June 27, Philadelphia Times.....	8,516.30
July 2, Evening Telegraph.....	4,000.00
July 2, Evening Bulletin.....	300.00
July 2, Philadelphia Record.....	2,182.00
July 15, Detective services.....	800.00
July 15, Extra work for city papers.....	575.00
July 15, Schuylkill Navy.....	280.00
Total.....	\$19,216.67

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

YOUTHS' LEADER.

TROY—Look further.

DETROIT JOURNAL.

FARMERS' CALL, Quincy, Ill.

THE ARGOSY, N. Y., 114,000 w.

THE CHICAGO EVENING POST.

KELGUM "TAPE IS THE BEST.

THE WEATHERFORD (Texas) CONSTITUTION.

TELEGRAPH, Dubuque, Iowa, 15,000 circulation. Population, 34,000.

THE BOERNE POST. Best advertising medium in Southwest Texas.

THE ARGONAUT goes into all the well-to-do families of the Pacific Coast.

EVERYBODY IN KINGSTON, Ont., reads **THE NEWS**. April average, 2,000 daily.

TRY "OWL" brand Printing Inks. Golding & Co., Manufacturers, Boston, Mass.

THE MORNING NEWS, New Haven.—The largest morning circ'n in Connecticut.

DAILY & WEEKLY, EVANSVILLE DEMOCRAT, largest circ'n in Southern Indiana.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast.

THE ARGONAUT has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies.

THE PITTSBURGH DISPATCH, *vide* Geo. F. Rowell & Co., circulates between 50,000 and 75,000 circ'n each Sunday issue.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

THE EVENING DISPATCH, Cohoes, N. Y., is read by the thousands who visit summer resorts from Northern New York.

SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

5,000 FIRST-CLASS Farmers reached July 15 by an ad. in the *Odesa* (N. Y.) **FREE BAPTIST**. 4 in. double col ad. \$3.

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Utah.

THOUSANDS of single-stamped copies of **THE ARGONAUT** pass through the San Francisco post-office every week, remailed by subscribers.

TORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily in the Province of Ontario.

PAPER DEALERS—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

TIMES, Hartford, according to the American Newspaper Directory for 1890, and by general consent, has the largest circulation of any daily in Connecticut.

10,000 BANKERS, Merchants and Capitalists of N. E. reached by an advt. in **THE BANKER AND TRADESMAN**, Boston. Send for rates.

INTERIOR, Chicago, according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

DALLAS NEWS and GALVESTON NEWS, according to the American Newspaper Directory for 1890, have the largest circulation of any daily papers in Texas.

WE WILL insert 2 lines 1 week in 1,500 newspapers for \$13.00. Send for catalogue. Address **NEW YORK NEWSPAPER UNION**, 134 Leonard St., New York.

ATLANTA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading American newspapers. Prices kept three months for examination by advertisers. Address **GEO. F. ROWELL & CO., New York.**

MUSCATINE, IOWA—15,000 wide-awake people, building new \$150,000 high bridge. Rowell & Co. recommend **THE JOURNAL**, 60 years old, as best Daily and best Weekly.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

THE KANSAS FARMER, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

THE SUNDAY EDITION OF THE BALTIMORE AMERICAN, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

SEND 2c. stamp for a copy of **THE DAILY UNION**. Only evening paper of New Jersey's largest and most popular health and pleasure resort, Atlantic City. Circulation, 1,000 daily.

BUFFALO TIMES, according to the American Newspaper Directory for 1890, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE LEDGER, of Chicago, Ill., is one of the 100 publications in America that, according to a list published by Geo. F. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

OMAHA BEE, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

POSTEN, published at Decorah, Iowa, is one of the 100 publications in America that, according to a list published by Geo. F. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

WEST SHORE, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1890 has more than double the circulation of any other Oregon newspaper.

THE AMERICAN ANALYST, of New York, is one of the 100 publications in America that, according to a list published by Geo. F. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

THE WEEKLY WITNESS, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

JACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

MEDICAL BRIEF, a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

THE NEW YORK LEDGER is one of the 53 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

BUFFALO EVENING NEWS, according to the American Newspaper Directory for 1890, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

THE POULTRY MONTHLY, published at Albany, N. Y., is one of a select list of poultry journals recommended to advertisers by Geo. P. Rowell & Co., as a desirable medium in its particular field.

THE CHRISTIAN ADVOCATE, published at Buffalo, N. Y., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

INDIANA FARMER, published at Indianapolis, Ind., according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

THE EVENING NEWS, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 5,500 and 55,000 copies each issue.

THE MEDICAL BRIEF, published at ST. LOUIS, MO., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 27,500 copies each issue.

ACCORDING to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

TO reach the people of the West and South sides of Cleveland there is but one medium to use, **THE EVENING STAR**, 400 Pearl St. Geo. P. Rowell & Co. quote it as one of the four leading dailies of Cleveland.

THE NEW YORK SUNDAY MERCURY is one of the 53 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE CENTURY MAGAZINE, New York, is one of the 100 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

CHARLESTON, S. C. THE NEWS AND COURIER has the largest Daily, Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

GROCERIES: of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE GUARDIAN ANGEL, published in Philadelphia, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 27,500 copies each issue.

LIPSCOTT'S MAGAZINE, Philadelphia, Pa., is one of the 53 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE NEW YORK MORNING JOURNAL is one of the 53 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

THE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 20,000 and 25,000 copies each issue.

MORNING JOURNAL, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

POSTEN, a Norwegian Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890 with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 28,000.

THE WEEKLY EDITION OF THE MEMPHIS (Tenn.) AVALANCHE is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 27,500 copies each issue.

LONDON DAILY FREE PRESS, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. GEO. P. ROWELL & CO.

FARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to *PUBLISHERS' INK* for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

HOME AND FARM, a semi-monthly, issued at Louisville, Kentucky, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

LUMBER: According to the American Newspaper Directory for 1890, the **NORTHWESTERN LUMBERMAN**, a weekly journal of 56 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

THE SATURDAY GLOBE, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

CIRCULATION 1,500,000. There were printed and circulated for 1890 the above number of **GRIER'S ALMANAC**. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages sold. J. W. BURKE & CO., Macon, Ga.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to *PUBLISHERS' INK*. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

THE DAILY JOURNAL, Minneapolis, Minn., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 27,500 copies each issue, and is the only daily paper in Minnesota having a circulation exceeding 20,000.

SOUTHERN CHRISTIAN ADVOCATE, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address **CHARLES A. CALVO, Jr.**, Columbia, S. C.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,470 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—23 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated weekly (32 pages and cover), is one of 56 publications listed, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

SCRANTON TRUTH—Geo. P. Rowell & Co. publish a list of the best or most widely circulated and influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

ORANGE, N. J.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EVENING MAIL**, Daily, is named for Orange.

RACINE, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Racine.

FLUSHING, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Flushing.

PEKIN, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER is one of the papers specially recommended in Geo. P. Rowell & Co's list of representative newspapers. The Daily and Sunday **PRESS** are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsy and reliable.

LEBANON, Ohio.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE STAR**, Weekly, is named for Lebanon.

JOHNSTOWN, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE DEMOCRAT**, Daily and Weekly, is named for Johnstown.

OAKLAND, California.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EQUINEER**, Daily and Weekly, is named for Oakland.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

DUBUQUE, IOWA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TELEGRAPH**, Daily and Weekly, is named for Dubuque.

GLOBE, St. John, N. B.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE GLOBE**, of St. John, is included in this list.

POST, Houston, TEXAS.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE POST** is the only Houston paper mentioned in this list.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

STANDARD, SYRACUSE, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE STANDARD**, of Syracuse, N. Y., is included in this list.

PICAUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE PICAUNE**, of New Orleans, La., is included in this list.

LEWISTON JOURNAL: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that is read by the largest number of the best class of persons "throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL**.

AGE-HERALD, Birmingham, Ala.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE AGE-HERALD**, of Birmingham, Ala., is included in this list.

HARTFORD TIMES: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that is read by the largest number of the best class of persons "throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

TELEGRAM, YOUNGSTOWN, O.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE TELEGRAM** is the only Youngstown paper mentioned in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. F. ROWELL & CO., 10 Spruce St., New York.

UNION AND ADVERTISER. Rochester, N. Y.—Geo. F. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester (N. Y.) UNION is included in this list.

BURLINGTON FREE PRESS: Geo. F. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the BURLINGTON FREE PRESS.

THE INDIANAPOLIS NEWS: Geo. F. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is THE INDIANAPOLIS NEWS.

BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM are counted among the 57 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. The ITEM is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

THE PITTSBURG PRESS.—Published every evening and Sunday morning. The Press Building, No. 79 Fifth ave., 40 to 46 Virgin Alley, Pittsburgh, Pa. Eastern Office—48 Tribune Building, New York City. Western Office—320 The Hookery, Chicago, Ill. The sworn average daily circulation of THE PRESS for six months ending May 31, 1889, 36,021. THE PRESS' circulation is larger than that of any other daily paper in Pennsylvania outside of Philadelphia, and more than DOUBLE the circulation of any other afternoon paper published in Pittsburgh. Call at the press room and be convinced.

TROY, N. Y.—Population, 75,000; West Troy, 15,000; Cohoes, 25,000; Lansingburgh, 12,000; Waterford, 5,000; Green Island, 3,000. Total, 135,000, within a radius of two miles from Troy. Four daily papers, three afternoon, one morning. THE TROY PRESS, the leading family newspaper. Circulation the largest within the district named and the northern country to Canada line. 6 pages, 6¢ per copy, 14 cents per week, 10¢ per single copy. The popular paper of Troy. Advertising rates the cheapest, considering circulation. The American Newspaper Directory rates THE PRESS #1 (exceeding 10,000).

ALLEN'S LIST. Out of twenty-seven newspapers credited with regular issues exceeding 10,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's List. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1890 there would appear to be more than a million copies of these various low-priced family newspapers issued every month from the State.

THE Weekly Edition of THE TORONTO MAIL, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. The Mail, Toronto, Can.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

WANTED—FOREMAN of strictly temperate habits, qualified to take charge of newspaper, book and job departments. Address LOCK BOX 1228, Delaware, Ohio.

A LADY Typewriter, Proofreader and Patent Medicine Puff Writer, having a knowledge of German, would like a position in an Advertising Department. Salary \$15 per week. Good Baltimore reference. Address M. E. L., care of Printers' Ink.

WANTED.—A HAND SHAVER, with 12-inch knife, to shave type high on metal work. Also a SHUTE BOARD, for trimming and blocking. Above may be secondhand, but must be in first class working order. Address E. PHILLIPS, care "Dispatch," Pittsburgh, Pa.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

2D-HAND NONPAREIL type, 50 lb. in cases, used 3 mo., for \$25. PRINTER, Harper, Ia.

FOR SALE—Democratic paper, clearing \$2,400 a year. Western State town of 5,000. County Seat. Only for cash. POLONIUS, care PRINTERS' INK.

AMERICAN HOUSEKEEPING. An old established Ladies' Home Journal; bonafide paid circulation each month; a big bargain. Address AMERICAN HOUSEKEEPING, 26 W. Lake Street, Chicago, Ill.

DOUBLE CYLINDER HOE PRESS and Brown Folding, Pasting and Cutting Machine for sale. Both in perfect condition. Size of bed, 36x30. Price, for both machines, \$1,000 cash. Address ALBANY MORNING EXPRESS, Albany, N. Y.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

A RARE CHANCE.—One of the best Republican newspaper plants in Northern Ohio for sale. The office is well supplied with all kinds of type and machinery. Circulation, 1,500. Cylinder and two job presses. Population of city, 8,000. Only Republican paper in town. Good reason for selling. Address "X," PRINTERS' INK, New York.

FOR SALE.—12,000 to 15,000 ODD FOREIGN NEWSPAPERS (more or less), gathered through several years' correspondence with nearly every foreign country—some duplicates. A rare chance for a lover of oddities. Will not be sold in small quantities. Price reasonable. Address H. P. HUBBARD, care THE AUGUST, 21 Warren St., New York.

FOR SALE.—THE MARYLAND FARMER, with its plant entire, including the cumulated electrotypes of 27 years, office library and fixtures, an established job business, etc. The oldest and most influential agricultural magazine in Maryland—issued weekly. The health of the proprietor requires the sale. Address WALTON & SONS, Baltimore, Md.

THE ARGOSY, New York, a high grade, illustrated weekly (32 pages and cover), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 111,000. Advertising, 6 cents per line, with discounts for amounts.

SCRANTON TRUTH.—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

ORANGE, N. J.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EVENING MAIL**, Daily, is named for Orange.

RAKINE, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Racine.

FLUSHING, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Flushing.

PEKIN, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER is one of the papers specially recommended in Geo. P. Rowell & Co.'s list of representative newspapers. The Daily and Sunday **PRESS** are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsy and reliable.

LEBANON, Ohio.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE STAR**, Weekly, is named for Lebanon.

JOHNSTOWN, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE DEMOCRAT**, Daily and Weekly, is named for Johnstown.

OAKLAND, California.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ENQUIRER**, Daily and Weekly, is named for Oakland.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

DUBUQUE, IOWA.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TELEGRAPH**, Daily and Weekly, is named for Dubuque.

GLOBE, St. John, N. B.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE GLOBE**, of St. John, is included in this list.

POST, Houston, Texas.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE POST** is the only Houston paper mentioned in this list.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

STANDARD, SYRACUSE, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE STANDARD**, of Syracuse, N. Y., is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE PICAYUNE**, of New Orleans, La., is included in this list.

LEWISTON JOURNAL.—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL**.

AGE-HERALD, Birmingham, Ala.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE AGE-HERALD**, of Birmingham, Ala., is included in this list.

HARTFORD TIMES.—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

TELEGRAM, YOUNGSTOWN, O.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE TELEGRAM** is the only Youngstown paper mentioned in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

UNION AND ADVERTISER. Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000.—*The newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* The Rochester (N. Y.) UNION is included in this list.

BURLINGTON FREE PRESS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the BURLINGTON FREE PRESS.

THE INDIANAPOLIS NEWS: Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is THE INDIANAPOLIS NEWS.

BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. The ITEM is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

THE PITTSBURG PRESS.—Published every evening and Sunday morning. The Press Building, No. 79 Fifth ave., 40 to 46 Virgin Alley, Pittsburgh, Pa. Eastern Office—48 Tribune Building, New York City. Western Office—303 The Rookery, Chicago, Ill. The sworn average daily circulation of THE PRESS for six months ending May 31, 1891, 36,021. THE PRESS' circulation is larger than that of any other daily paper in Pennsylvania outside of Philadelphia, and more than DOUBLE the circulation of any other afternoon paper published in Pittsburgh. Call at the press room and be convinced.

TROY, N. Y.—Population, 75,000; West Troy, 15,000; Cohoes, 25,000; Lansingburgh, 12,000; Waterford, 5,000; Green Island, 3,000. Total, 135,000, within a radius of two miles from Troy. Four daily papers, three afternoon, one morning. **THE TROY PRESS**, the leading family newspaper. Circulation the largest within the district named and the northern country to Canada line. 8 pages, \$7.00 per year, 15 cents per week, 3 cents single copy. The popular paper of Troy. Advertising rates the cheapest, considering circulation. The American Newspaper Directory rates THE PRESS F 1 (exceeding 10,000).

ALLEN'S LISTS. Out of twenty-seven newspapers credited with regular issues exceeding 150,000 copies, four are published in the State of Maine and are included among the publications which make up the combinations known to advertisers as Allen's Lists. The great circulation of these periodicals forces the average issue of Maine newspapers to a figure nearly 50 per cent. higher than those of any other State. According to the American Newspaper Directory for 1890 there would appear to be more than a million copies of these various low priced family magazines issued every month from the State of Maine.

THE Weekly Edition of THE TORONTO MAIL, according to the American News paper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario, The Mail, Toronto, Can.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

WANTED—FOREMAN of strictly temperate habits, qualified to take charge of newspaper, book and job departments. Address LOCK BOX 1223, Delaware, Ohio.

LADY Typewriter, Proofreader and Patent Medicine Puff Writer, having a knowledge of German, would like a position in an Advertising Department. Salary \$15 per week. Good Baltimore reference. Address M. E. L., care of Printers' Ink.

WANTED—A HAND SHAVER, with 12 inch knife, to shave type high on metal work. Also a SHUTE BOARD, for trimming and blocking. Above may be secondhand, but must be in first class working order. Address B. PHILLIPS, care "Dispatch," Pittsburg, Pa.

EVERY issue of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

2D-HAND NONPAREIL type, 50 lb. in cases, used 3 mo., for \$25. PRINTER, Harper, Ia.

FOR SALE—Democratic paper, clearing \$2,400 a year. Western State, town of 5,000, County Seat. Only for cash. POLONIUS, care PRINTERS' INK.

AMERICAN HOUSEKEEPING, an old-established Ladies' Home Journal; bonafide paid circulation each month, a big bargain. Address AMERICAN HOUSEKEEPING, 26 W. Lake Street, Chicago, Ill.

DOUBLE CYLINDER HOE PRESS and Brown Folding, Pasting and Cutting Machine for sale. Both in perfect condition. Size of bed, 36x50. Price, for both machines, \$1,000 cash. Address ALBANY MORNING EXPRESS, Albany, N. Y.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough a single insertion of the announcement will generally secure a customer.

RARE CHANCE.—One of the best Republican newspaper plants in Northern Ohio for sale. The office is well supplied with all kinds of type and machinery. Circulation, 1,700. Cylinder and two job presses. Population of city, 8,000. Only Republican paper in town. Good reason for selling. Address "X," PRINTERS' INK, New York.

FOR SALE.—12,000 to 15,000 ODD FOREIGN NEWSPAPERS (more or less), gathered through several years' correspondence with nearly every foreign country—some duplicates. A rare chance for a lover of oddities. Will not be sold in small quantities. Price reasonable. Address H. P. HUBBARD, care THE ARGOSY, 81 Warren St., New York.

FOR SALE.—The MARYLAND FARMER, with its plant entire, including the accumulated electrotypes of 27 years, office library and fixtures, an established job business, etc. The oldest and most influential agricultural magazine in Maryland—issued weekly. The health of the proprietor requires the sale. Address WALWORTH & CO., Baltimore, Md.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JUNE 25, 1890.

VALUABLE goods often come in small packages. It is not always the largest advertisement, or the biggest display type, that does the business. PRINTERS' INK is a small paper.

THE untruthful advertiser not only hurts himself but injures all other users of printers' ink by causing the public to form the idea that advertisements in general are unreliable. It should never be forgotten that the first essential of success in advertising is to have something worth advertising.

W. C. BRINKERHOFF M.D., contributes to this issue of PRINTERS' INK an article on the "Fruits of Advertising." Dr. Brinkerhoff will be remembered as the Chicago specialist who was recently expelled from the Alumni Association of the College of Physicians and Surgeons of that city for advertising, and considerable interest naturally attaches to his views on this subject.

IN the advertising problem there are two uncertain factors which often cause a great deal of trouble. The publisher is unable to tell just what his space costs, and the advertiser—unless he looks for direct returns—cannot tell just what it is worth to him. The problem of buying and selling is difficult enough under any circumstances; but under these peculiarly complicated conditions it is rendered much more troublesome. On the whole, it is not strange that there should frequently be complaints from the publisher, that he does not get a fair value for his space; and from the advertiser, that his investment was not what it was represented to be.

It is sometimes curious to observe how the various advertisements gotten up by the same person all have a certain family resemblance. The methods of display, the central motive and the general construction mark them as belonging to the same class. The human mind naturally runs in a groove, and one needs to make unusual efforts in order to overcome the tendency. A correspondent's suggestion of keeping a scrap book in which to enter the very striking advertisements one meets with would prove valuable in many cases. The same result can be obtained by studying and analyzing the newspaper announcements of those men who are recognized as successful and experts in the art of using printers' ink.

THE "opinions of retailers," gathered by the Brooklyn *Times* and republished in a condensed form on another page are well worth reading. These men have had much experience in advertising their respective lines of goods, and they are evidently sincere in their published views. It is noteworthy to see the unanimity with which they all agree that it does not pay to advertise otherwise than truthfully. In the words of one house, "the unscrupulous advertiser may reap a brief harvest, but failure will be his reward in the long run." PRINTERS' INK will present shortly a symposium from large general advertisers in different parts of the country, who will give their views on questions particularly interesting to this class.

THE writer of the article on advertising in the *Encyclopædia Britannica*, intimates that a person who is willing to invest \$100,000 in printers' ink can make a fortune from the sale of a worthless drug. There have been numberless men in the patent-medicine business in former years with this same idea; but the fact that they found themselves unable to meet their advertising bills after a while, and that their nostrums are never heard of nowadays, would not seem to be very strong proof of the theory. It is a part of the philosophy of advertising that the article advertised must possess such merits as to go on advertising itself after it has once gained a foothold. It is the continuous sale that creates the profit. You may deceive a man once, but the next time he is ready for you.

PRINTERS' INK thanks its correspondents for the information that the address of Sowles & Edwards, inquired for last week, is Plattsburgh, N. Y.

THE idea of unity should not be lost sight of in composing an advertisement. One may follow carefully an argument in which really good points are made and yet not be able to carry away a single thought, simply for the reason that logical connection has not been considered. The man who talks all around a subject rarely accomplishes anything. "Snip, snap and home!" is a good motto for an advertiser.

THE word "Gazette" seems to have been a favorite name for newspapers from the earliest times down. The first newspaper in the world, printed at Nuremberg in 1457, was given this name. In our own country the name was very common in connection with the early history of journalism. The first permanent newspaper in the colonies was the Boston *News Letter*, the second being the Boston *Gazette*, which appeared Dec. 21, 1719. Six years later New York's first paper, called the New York *Gazette*, was established. This same name was also given to the first papers started in the following States: Maryland, in 1728; Rhode Island, in 1732; South Carolina, in 1732; Virginia, in 1736; Connecticut, in 1755; North Carolina, in 1755, and New Hampshire, in 1756.

APROPOS OF STARTING A NEWS-PAPER.

Editor of PRINTERS' INK:

* * * I am a native and life-long resident of —, and have been considering the starting of a paper mainly for advertising purposes, but which should be of such character as would entitle it to notice and respect. My idea is to publish and distribute—not depending upon a subscription list to determine my circulation—but to distribute, at my own cost, 5,000 copies weekly through the surrounding towns, embracing a population of some 56,000. I will say frankly that with the exception of a little advertising sheet which I have sent out this past winter and spring, I have had no experience as a publisher, and can lay no claim to knowledge of the business; but I am connected with a job-printing firm who do excellent work, and will turn out a paper that no man need apologize for in appearance. I believe myself capable of writing editorial matter that will compare favorably with the average newspaper writing. * * * The price which I think I ought to get for a 5,000 circulation for one inch one month is \$4.

A great many curious communications bearing upon various phases of

the advertising and newspaper business are received at the office of PRINTERS' INK; but perhaps the correspondent who writes as above has touched upon a point which may well engage our attention for a few moments. He proposes starting a newspaper and recognizing—to a limited degree—the great competition in modern journalism, he proposes to overcome the difficulty of building up a subscription list by distributing his paper gratuitously. By thus having an established circulation from the start, he thinks he will have a basis upon which to procure advertisements. He loses sight of the fact that what advertisers are after are bona-fide subscribers. Of course a "free gratis" system of distribution is not altogether without value to advertisers; but it is generally recognized that the paper which is taken and paid for by all its readers, is read much more carefully than one with "equally good reading matter but which is freely given away. A paper of the latter class to succeed must possess extraordinary merit and occupy a field in which there is little competition. But, in the case of our correspondent, we find that the city in which he proposes to launch his new journal, while containing somewhat under 30,000 population, is already supplied with one daily, two semi-weeklies, one weekly and one monthly. In addition to this, it is only a few miles distant from a large metropolitan city, and of course its papers must compete with the big metropolitan dailies. As though these disadvantages were not enough, he admits that he brings to his task little or no knowledge of the newspaper business. Before he starts out upon his proposed undertaking let him reflect upon the statement of that veteran journalist, James W. Scott, of the Chicago *Herald*, to the effect that if the receipts and expenditures of all the newspapers in the country were to be added up in separate columns the latter would greatly overbalance the former. The advertising rate of \$4.00 for one inch one month, which price he thinks he ought to get for a 5,000 circulation, is considerably in excess of the oft-quoted rate of a cent a line per one thousand for weeklies. PRINTERS' INK does not claim to be an instructor in journalism, but, on the whole, we think we are justified in advising our correspondent to confine his energies to the legitimate job-printing business. — [Ed. PRINTERS' INK.

RATES OF THE LEADING PAPERS.†

What are the rates of the leading papers? How much will it cost to advertise in the great dailies, the widely circulating weeklies and Sunday newspapers, and the well-known monthlies?

Such questions, which naturally suggest themselves to the man who is contemplating making his first plunge in advertising, PRINTERS' INK undertakes to answer in a practical manner by means of the accompanying lists. These will be found to give, in tabular form, the names of all periodicals having a regular average issue in excess of 25,000. In connection with these names are indicated the place of publication, the frequency of issue and the advertising rate per line, wherever possible. There are only three instances in which such rating has been omitted. They are as follows: The New York *Ledger*, whose space is owned by an advertising agency which sells not less than a quarter of a page to one advertiser; the Montreal *Presbyterian Record*, which asserts that it has no room for American advertisements, and the publications comprising "Allen's Lists," for which advertising rates are not quoted separately. The great proportion of papers published reckon advertising space by agate measure—14 lines to the inch; the names of all such are printed in roman type. A few, however, compute their space in nonpareil measure, counting 12 lines to the inch. The names of papers coming in this latter classification are indicated by being printed in *italic* type. The asterisk (*) means that an extra charge is made for inserting either cuts, display type or double-column advertisements. Advertisers will doubtless find these lists in this form very valuable for reference.

The following is a complete list of all having a regular average issue of more than 150,000 copies:

DISTRICT OF COLUMBIA.

Washington,	National Tribune,	W.	\$0.70*
ILLINOIS.			
Chicago,	News,	D.	.35*
MAINE.			
Augusta,	Daughters of Am.,	M.	—
	Golden Moments,	M.	—
	Sunshine,	M.	—
Portland,	Prac. Housekeeper,	M.	—

† This list is substantially a republication from the 175th edition of Geo. F. Rowell & Co's pamphlet called *NEWSPAPER ADVERTISING*, issued in April of the current year.

MASSACHUSETTS.

Boston,	Youth's Companion,	W.	\$3.00
Springfield,	Farm and Home,	S. M.	1.25

NEW YORK.

New York,	News,	D.	.30
	World (Evening),	D.	.30
	World (Morning),	D.	.30*
	World,	S.	.35*
	Catholic News,	S.	.25
	Family Story Paper,	M.	1.25*
	Fireside Companion,	W.	1.25
	Century Magazine,	M.	1.15
	Delineator,	M.	1.50
	Harper's Magazine,	M.	2.00
	Metropolitan,	M.	2.25
Rochester,	Am. Rural Home,	W.	1.00
Utica,	Saturday Globe,	W.	2.00

OHIO.

Springfield,	Farm and Fireside,	S. M.	.90
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PENNSYLVANIA.

Philadelphia,	Evening Item,	D.	.30
	Sunday Item,	S.	.30
	Farm Journal,	M.	1.00
	Ladies' Home Jour.,	M.	2.00
	Advanced Quar'y,	Q.	2.50

The following is a complete list of all having a regular average issue of more than 100,000 copies and less than 150,000:

GEORGIA.			
Atlanta,	Constitution,	W.	\$0.75

ILLINOIS.

Chicago,	Inter Ocean,	W.	.75
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MAINE.

Augusta,	Vickery's Fireside Visitor,	S. M.	.75
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MASSACHUSETTS.

Boston,	Globe,	D.	.124*
	Globe,	S.	.124*
	Herald,	D.	.124*
	Herald,	S.	.124*

MICHIGAN.

Detroit,	Free Press,	W.	.60
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MINNESOTA.

Minneapolis,	Housekeeper,	S. M.	.75
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NEW YORK.

Elmira,	Telegram,	S.	1.50
New York,	Morning Journal,	D.	.35
	Sun,	S.	.40 *
	Ledger,	W.	—
	Nat. Police Gazette,	W.	1.00
	Sunday Mercury,	S.	.25 *
	Voice,	W.	.75
	Weekly,	W.	1.25
	Am. Agriculturist,	M.	1.00
	Housewife,	M.	.80
	Ladies' World,	M.	1.00
	Our Country Home,	M.	.60
	People's Home Journal,	M.	.80
	Sundayschool Jour.,	M.	1.00

OHIO.

Toledo,	Blade,	W.	.75
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PENNSYLVANIA.

Philadelphia,	Record,	D.	.20 *
	Saturday Night,	W.	1.25
	Sunday Sch. Times,	W.	1.25
	Lippincott's Mag.,	M.	.75

The following is a complete list of all having a regular average issue of more than 75,000 copies and less than 100,000:

CONNECTICUT.			
New Haven,	Household Pilot,	M.	\$0.60

ILLINOIS.

Chicago,	Herald,	S.	.30
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KENTUCKY.

Louisville,	Courier Journal,	W.	.60
	Home and Farm,	S. M.	.60

MAINE.			OHIO.		
Augusta,	Happy Hours Mag., S. M.	\$0.75	Cincinnati,	Enquirer,	W. \$0.75
	Hearth and Home, M.	.75		Evening Post, D.	.75
MASSACHUSETTS.				<i>Amer. Grange Bul.</i> , W.	.75
Boston,	<i>Babyland</i> , M.	.30	Cleveland,	Union Gosp. News, W.	.40
			Columbus,	City and Country, M.	.30
NEW YORK.			PENNSYLVANIA.		
New York,	Herald, D.	.45 *	Meadville,	Chautauquan, M.	.50
	Herald, S.	.45 *	Philadelphia,	Press, D.	.20 *
	Morning Journal, S.	.35		Record, S.	.15
	News, S.	.15		Times, D.	.20
	Sun, D.	.40 *		Times, S.	.20
	Tribune, W.	1.00		Our Young People, B. W.	.10
	World, W.	.50		Baptist Teacher, M.	.50
	Argosy, W.	.60	Pittsburgh,	<i>Dispatch</i> , S.	.16 1/2 *
	<i>Harper's Bazar</i> , W.	1.00			
	<i>Harper's Weekly</i> , W.	1.00	VERMONT.		
	Once a Week, W.	.50	Brattleboro,	Household, M.	.60
	Puck, W.	1.00			
	Texas Siftings, W.	.75	The following is a complete list of all having a regular average issue of more than 37,500 copies and less than 50,000 :		
	<i>Frank Leslie's Popular Monthly</i> , M.	1.00			
	Household Comp., M.	.75	CALIFORNIA.		
	Household Journal, M.	.40	San Francisco,	Morning Call, D.	\$0.18 *
	Illustrated Comp., M.	.75		Morning Call, S.	.20 *
	<i>Scribner's Mag.</i> , M.	1.00	ILLINOIS.		
OHIO.			Chicago,	Inter Ocean, D.	.20 *
Akron,	Amer. Farm News, M.	.50		Inter Ocean, S.	.20 *
Cleveland,	Ohio Prac. Farmer, W.	.40	Fulton,	<i>Echo</i> , M.	.25
Springfield,	Ladies' Home Comp., S. M.	.65	MAINE.		
PENNSYLVANIA.			Augusta,	Ill. Family Herald, M.	—
Philadelphia,	Press, S.	.20 *	MASSACHUSETTS.		
	Public Ledger, D.	.20 *	Boston,	Journal, D.	.164 *
	Golden Days, W.	.75		Golden Rule, W.	.40
	Farm and Fireside, S. M.	.60		<i>Knights of Honor Reporter</i> , M.	.164
	<i>Peterson's Mag.</i> , M.	1.50		Popular Educator, M.	.50
WISCONSIN.			MICHIGAN.		
Milwaukee,	Germania, S. W.	.50		Evening News, D.	.25
	<i>Der Haus und Bauernfreund</i> , W.	.30	MISSOURI.		
PROVINCE OF QUEBEC.			St. Louis,	Amerika, W.	.15
Montreal,	Family Herald and Star, W.	.30		Globe Democrat, D.	.20
				Jour. of Agricult., W.	.25
				Sporting News, W.	.20
The following is a complete list of all having a regular average issue of more than 50,000 copies and less than 75,000 :					
CALIFORNIA.			NEBRASKA.		
San Francisco,	Chronicle, D.	\$0.20 *	Omaha,	Bee, W.	.25
	Chronicle, S.	.25 *	NEW YORK.		
	Examiner, D.	.30 *	Albany,	Journal, W.	.25 *
	Examiner, S.	.25 *	Buffalo,	Evening News, D.	.15
	Examiner, W.	.50	New York,	Press, S.	.25
ILLINOIS.				<i>Staats Zeitung</i> , S.	.15 *
Chicago,	Herald, D.	.25 *		Times, D.	.25 *
	News, W.	.40		Tribune, D.	.30 *
	Times, W.	.50		Christian Herald, W.	.40
	Tribune, D.	.30 *		Frank Leslie's Illus. Newspaper, W.	.75
	Tribune, S.	.30 *		Golden Hours, W.	.50
	Union Signal, W.	.75		Golden Weekly, W.	.60
INDIANA.				Irish World, W.	.60
Indianapolis,	Agricul. Epitomist, M.	.25		Katholisches Volksblatt, W.	.30
MAINE.				Scientific Amer., W.	.75
Portland,	People's Illus. Jour. M.	—		Town Topics, W.	.40
MASSACHUSETTS.				Cosmopolitan, M.	.75
Boston,	Evening Record, D.	.124 *		<i>Demorest's Ill. Mag.</i> , M.	.50
	<i>Illus. Police News</i> , W.	.50		Drake's Magazine, M.	.40
	Yankee Blade, W.	.50		North Am. Review, M.	.70
	Household M'thly, M.	.75		Quiver, M.	.30
MISSOURI.				Teacher's Institute & Prac. Teacher, M.	.40
St. Louis,	Globe Democrat, S.	.25	Rochester,	Green's Fruit Gro'r, Q.	.25
	Globe Democrat, W.	.40	OHIO.		
	Republic, W.	.60	Cleveland,	Press, D.	.22 1/2
NEW YORK.			PENNSYLVANIA.		
New York,	Evening Sun, D.	.30	Philadelphia,	Call, D.	.15
	Press, D.	.25		Agents' Herald, M.	.60
	<i>Staats Zeitung</i> , D.	.15 *	Pittsburgh,	National Stockman and Farmer, W.	.30
	Sun, W.	.50	ONTARIO.		
	Times, S.	.25 *	Toronto,	Mail, W.	.50
	Tribune, S.	.30 *	PROVINCE OF QUEBEC.		
	Christian Advocate, W.	.50	Montreal,	Witness, W.	.20
	Judge, W.	.75		North'n Messenger, B. W.	.70
	Witness, W.	.60		Presbyter. Record, M.	—
	St. Nicholas, M.	1.00			

The following is a complete list of all having a regular average issue of more than 25,000 copies and less than 37,500:

CALIFORNIA.			
San Francisco,	Chronicle, Report,	W. D.	\$0.37 .164
DISTRICT OF COLUMBIA.			
Washington,	Evening Star, U. S. Official Postal Guide,	D. M.	.15 .60
ILLINOIS.			
Chicago,	Evening Journal, Mail, Times, Times, Democrat, Express, Farmers' Review, Ledger, Svenska Tribunen, Am. Housekeeping, Chimney Corner,	D. D. D. S. W. W. W. W. M. M.	.15 .20 .30 .30 .15 .25 .25 .25 .20 .25 .40
INDIANA.			
Indianapolis,	Indiana Farmer,	W.	.25
Mishawaka,	Power and Trans- mission,	M.	.414
IOWA.			
Decorah,	Posten,	W.	.124
Des Moines,	State Register,	W.	.25
MAINE.			
Portland,	Our Home and Fire- side Magazine,	M.	—
MARYLAND.			
Baltimore,	American,	S.	.15
MASSACHUSETTS.			
Boston,	Pilot, Republic, Wide Awake,	W. W. M.	.30 .15 .40
Springfield,	N. Eng. Homestead,	W.	.30
MICHIGAN.			
Detroit,	News, Free Press, Free Press, Tribune, Tribune,	S. D. S. S. W.	.12 .10 .12 .124 .25
Port Huron,	Fulrons' Guide,	M.	.25
MINNESOTA.			
Minneapolis,	Journal, Globe,	D. S.	.10 .124
St. Paul,	National Reporter System,	W.	.50
MISSOURI.			
Kansas City,	Journal, Journal, Star, Times,	S. D. W.	.17 6-7 .17 6-7 .20 .50
St. Louis,	Evening Chronicle, Republic, Republic, Home, Farm and Factory, Medical Brief,	D. D. S. M. M.	.15 .20 .25 .40 .334
NEW HAMPSHIRE.			
Manchester,	Mirror & Farmer,	W.	.20
NEW JERSEY.			
Little Silver,	Orchard & Garden,	M.	.30
NEW YORK.			
Albany,	Sunday Telegram,	S.	.40
Buffalo,	Times,	D.	.12
New York,	Saturday Tidings, Mail and Express, New Yorker Tages Nachrichten, Sonntags Nachrichten, Times, American Analyst, Boys of New York, Harper's Young People, Life, Rural New Yorker, Standard,	S. D. S. W. W. W. W. W.	.30 .20 .15 .15 .50 .60 .50 .50 .30 .25
NEW YORK.			
New York,	Church Record, Amer. Missionary, Belford's Mag., Cassell's Fam. Mag., Domestic Monthly, Home and Country, Home Missionary, L'Art de la Mode, Puck's Library,	S. M. M. M. M. M. M. M.	\$0.15 .20 .50 .20 .50 .25 .25 .50
OHIO.			
Cincinnati,	Commer. Gazette, Enquirer, Enquirer, Times,	W. D. S. W.	.50 .20 .25 .50
Columbus,	Christian Standard,	W.	.30
Springfield,	Waisenfreund, Beacon,	W. W.	.25 .25
OREGON.			
Portland,	West Shore,	W.	.25
PENNSYLVANIA.			
Harrisburg,	Morning Telegram,	S.	.40
Philadelphia,	Item, North American, Press, Guardian Angel, Practical Farmer, Saturday Eve. Post, Sporting Life, Parlor & Kitchen,	W. D. D. W. W. W. W.	.25 .15 .25 .20 .25 .20 .30
Pittsburgh,	Commer. Gazette, Dispatch, Press, Times,	W. D. D. D.	.25 .164* .18 .164*
TENNESSEE.			
Memphis,	Avalanche,	W.	.10 5-12
Nashville,	Christian Advocate,	W.	.50
TEXAS.			
Dallas,	Southern Mercury,	W.	.35
WISCONSIN.			
Milwaukee,	Deutsche Warte, Acker und Gartenbau,	S. W. S. M.	.15 .25
Racine,	Wis. Agriculturist,	S. M.	.30
ONTARIO.			
Hamilton,	Int. Royal Templar,	M.	.164
Toronto,	Globe, Globe, Ladies' Journal,	D. W. S. M.	.20 .25 .30
PROVINCE OF QUEBEC.			
Montreal,	Star,	D.	.10

CAN I, says the retailer, obtain the most profit by personal, circular or newspaper application to the person I hope to make a customer? Personal solicitation, carried out indiscriminately, means the approaching of the proposed customer at the time most convenient to the seller, and not at the moment when the wants or the convenience of the customer make him most susceptible. If one could know just the time that a possible customer wants a certain article, one could, by offering that article, generally effect a sale. But the retailer seldom knows the precise time that a person wants a hat, a barrel of flour, or a pair of shoes. A circular, sent in lieu of a personal solicitation, is more than likely to greet a man at an inopportune moment. And both personal solicitation and circulars have the irredeemable defect of being volunteered at a time when the individual may not be in the mood to receive the desired impressions.—A. C. Ladd.

IMPROPER ADVERTISING.

OVER A TELEPHONE.

There is no end to the methods which are resorted to by the enterprising manufacturer to keep a knowledge of his wares constantly before the public. Whatever will attract the eye is seized hold of, no matter whether it is the latest popular painting or the photograph of a prominent actor or actress; and covered with legends directing attention to the article it is intended to advertise, it is scattered broadcast over the land.

Even the private home-life is not regarded by the advertising fiend. When President Cleveland was married the enterprising advertisers at once got hold of photographs of the young bride, and the country was flooded with what purported to be portraits of Mrs. Cleveland, though generally they were the veriest caricatures, accompanied by laudatory accounts of all manner of articles, from patent medicines warranted to cure all imaginable ills, to the latest brand of tobacco. A person of any refinement would naturally object to such a use of her portrait; but this fact makes no difference to the advertising fiend.

Congress has at last taken hold of one phase of this nuisance. The Judiciary Committee of the House has reported favorably a bill providing for fining and imprisoning any person who shall use the national flag, either by printing, painting or affixing on said flag, or otherwise attaching to the same any advertisement for public display, or private gain. The report accompanying the bill says the flag "is a reminder of American fortitude, courage and heroism, and of the suffering and sacrifices on land and sea which have been endured for its preservation and for the preservation of the country it represents. It is the shield and protection of the citizen at home and abroad, and should be honored and revered by every American who is a lover of his country. It should be held a thing sacred; and to deface, disfigure or to prostitute it to the purpose of advertising should be held to be a crime against the nation and be punished as such."—*Harrisburg (Pa.) Call.*

Good advertising space is one of the safest investments a man can find for his money.—*James Means & Co.*

Persons who have had experience in trying to talk over a balky telephone, will doubtless be able to sympathize with the gentleman in the accompanying engraving:



"Hello, John, is that you?"

"Yes."

"Why did you send me to your friend in a wholesale jewelry house to buy a watch for?"

"John—" Because I thought you could get it cheaper."

"That is just where you are off. I paid \$20 spot cash for a watch there that is not half so good as the American Watch Club Co. sells at \$38, on weekly payments of \$1 at that. You see I could have bought it out of my spending money and not have missed it, instead of going to my bank and drawing out my \$20, hard-earned cash. The American Watch Club Co.'s co-operative club system is the greatest system on earth to buy a watch. Why, you can buy a watch on their terms for almost nothing."

"John—How do you know their watches are good?"

"I tell you, young man, they are putting out the highest grade watches of any firm in the city. I have seen quite a number of their watches, and don't know of one but what is giving entire satisfaction. It is an established firm, doing business all over the United States. Now tell me how on earth our one-horse jobbing houses, who never sell over 112 of a dozen of anything, and that to their friends, can compete with such a firm. Their office is at 86 Superior, cor. Water. You go down right away in the morning and investigate their system, and see their immense stock of watches, and you will not wonder that I am a little warm under the collar for taking your advice."

American Watch Club Co.,

(JOS. SCHAUWEKER, JR., MGR.)

No. 86 SUPERIOR STREET.

TELEPHONE 719.

A NEW PROFESSION.

The Washington *Star* calls attention to the fact that a new profession has been created in response to the demands of modern civilization. It is the professional writer of advertisements, and some of the masters in this important branch of journalism are paid as much as \$10,000 a year for their services.

Here is something for bright young men with journalistic aspirations to think about. Very few well-equipped writers for the press will ever reach the \$10,000 mark. They may have the information of a cyclopaedia, and the finished style of a Macaulay, but they will find that their salaries will not range higher than the compensation of efficient clerks and book agents.

But the advertising writer stands on a different footing. He must be a crisp, snappy writer, well informed, and with unerring business judgment. Such a man is in demand. His ready pen stimulates trade, builds up great enterprises, and brings a steady flow of gold into the business office of the fortunate newspaper that secures his services.

It is not surprising that so valuable a worker should be able to command the highest salary. He is the mainstay of a newspaper. He will make a fortune where competent literary journalists will starve.

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BELT DRESSING

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Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

JOS. DIXON CRUCIBLE CO.,
Jersey City, N. J.

A NEW HANDY BINDER
FOR
PRINTERS' INK.

Opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers,

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

The Weekly Edition
OF THE
ALBANY (N.Y.)
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Is one of the 45 publications in America that, according to a list published by

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THE BOSTON GLOBE

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Then there is The Gannett & Morse Concern, the publishers of "COMFORT," whom the people of Augusta have been intently watching for the past few years. Their remarkable success is the wonder of all, but the new firm has worked hard, and are certainly entitled to a great deal of credit for their enterprise. They now have a fine publishing house on the east side of the river, and are daily making additions to their already large corps of clerks. Mr Gannett returned from New York yesterday, where he has been making arrangements for the purchase of a costly Web press and folder, which will be put into his publishing house some time during the present month. Some over a year ago, COMFORT was started with a circulation of between 200 and 300 copies. In this short time the circulation has taken a jump to 300,000 copies. This Concern will soon take their stand alongside of the other successful publishers in this city.

Unlike most anything else people are anxious to take COMFORT all the year round. The circulation of COMFORT will not fall off during the Summer season. We guarantee to INCREASE rather than decrease. It will pay any advertiser to take yearly space at the very low Mid-Summer prices. Yearly subs, pouring in fast, so that September 1st RATES ADVANCE! to \$1.50 per line. 300,000 circulation. October 1st rates again advance to \$2.50 per line. 500,000 circulation. Be wise and secure yearly space at once at the agencies, or of

**THE GANNETT & MORSE CONCERN,
Augusta, Me.**

NEWSPAPER A BOOK OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimentors.

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Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,

PUBLISHERS,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

A NEW PROFESSION.

The Washington *Star* calls attention to the fact that a new profession has been created in response to the demands of modern civilization. It is the professional writer of advertisements, and some of the masters in this important branch of journalism are paid as much as \$10,000 a year for their services.

Here is something for bright young men with journalistic aspirations to think about. Very few well-equipped writers for the press will ever reach the \$10,000 mark. They may have the information of a cyclopædia, and the finished style of a Macaulay, but they will find that their salaries will not range higher than the compensation of efficient clerks and book agents.

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ATTENTION is particularly invited to the
NEW INK called

WILSON'S RAVEN BLACK,

for book work and fine commercial printing.
It is unsurpassed by any ink in the market.

It does not skin!
Can be exposed a week or more without
injury!

Does not harden on rollers!
Does not dry on the disc!
Is free flowing in fountain!
Can be used on all classes of paper.
Dries quickly when worked.

DOES NOT OFFSET.

Is very brilliant.

Printers appreciate what a saving there is,
in buying this ink.

There is no waste.

Every speck of it can be used.

The last ounce will work as clean as the first.

Those who once try this ink, continue to
use it.

A trial order is solicited.

Sample Package (one pound) One Dollar:
delivered free to any address when the cash
accompanies the order. When ordered in large
quantities, prices will be as follows:

5 lb. Lots,	80 cents.
10 " "	75 " "
25 " "	60 " "
50 " "	50 " "
100 " "	40 " "

BILLS PAYABLE QUARTERLY.

Five per cent. discount for payment within
30 days from date of order.
*Ten per cent. discount for cash with the
order.*

W. D. WILSON PRINTING INK CO., Limited,
140 WILLIAM ST., NEW YORK.

Four Family Favorites
 Four Family Favorites
 Four Family Favorites

Brainy and Brilliant
 Brainy and Brilliant
 Brainy and Brilliant

Honest, Fearless, Faithful
 Honest, Fearless, Faithful
 Honest, Fearless, Faithful

Attracting Advertisers Always
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Excelling in Literary and Domestic Features
 Excelling in Literary and Domestic Features
 Excelling in Literary and Domestic Features

Sworn Circulation, Over 300,000
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The Four Weekly Telegrams :

Elmira Telegram.....	172,470
Albany Telegram.....	52,601
Harrisburg Telegram.....	51,040
Pennsylvania Telegram (Reading)	25,000
	<hr/> 301,111

A. FRANK RICHARDSON,
 13, 14 & 15 TRIBUNE BUILDING, 317 CHAMBER OF COMMERCE,
 NEW YORK. CHICAGO.

Our Country Home,

NEW YORK.

WE GUARANTEE THAT

Our Country Home

Has a paid-in-advance Subscription List of

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the **Leading Rural Home Journals of America!**

Each number consists of Sixteen to Twenty-four Pages, handsomely illustrated and well printed.

ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

Send **COPY** and **ORDER AT ONCE** for **NEXT** issue.

OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton St., New York.

It is a Peculiar Idea

To stop advertising because business is dull.

It is directly opposed to the true theory and the successful practice of the art. Advertising properly done prevents dull seasons. The great successes have been achieved by dealers who have advertised through all seasons. In busy times they spoke of their goods in general. Buyers could not be kept away. At other times they advertised special features and told why it paid to buy then. Buyers saw the point and bought. The greatest gain was in keeping the buying public in hand as patrons of the "man who advertised." The man who did not advertise had a dull season, and later had to work harder to gain attention.

If you have articles or goods for all the year 'round use or consumption, it will pay you to talk about them to the



People who Buy All Through the Year.

You can talk to over **260,000 Families** of this class of buyers every week, and do it in their favorite family papers—the indorsement of their columns is of great value. It need not cost you much. The rate is fixed and is low.

We shall be pleased to give you further information.

The
Religious Press
Association,
Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

One
Price
Advertising

Without Duplication
Of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 260,000 Copies

Religious Press
Association
Phila

Miscellanies.

A paper devoted to Indians is published in Washington. We presume they use copper-faced type.—*Yonkers Statesman*.

Flykins—That new comic paper has suspended.
Slykins—Ah, another burst of mirth.—*Town Topics*.

Friend—You say here, "he lay bathed in his blood." Wouldn't it be better to say "weltering in his blood?"

Novelist—Well, that's a little old; but perhaps it would be weltering it in.—*Puck*.

Took Well—"What have you been doing since I saw you?" said a Congressman to one of his constituents.

"I've been editing a paper."

"Get anybody to take it?"

"Yes; the sheriff."—*Washington Post*.

Mr. Pulitzer celebrated the anniversary of the *World* by presenting each of his attaches with a new spring hat. The attaches say that Mr. Pulitzer's style of passing the hat is a decided improvement over the usual way.—*Texas Siftings*.

Subscriber—What the dickens do you print so many of those blood-medicine advertisements in your newspaper for?

Country Editor—To improve the circulation, of course. What do you suppose?—*Washington Star*.

His Only Bent.—Editor (to applicant for position): But what can you do, young man? Haven't you some special talent or taste—some bent, as they say?

Applicant (dubiously)—N—no, sir, not that I can think of—except that I am a little bow-legged.—*Hurlington Free Press*.

Magazine Editor (to sub)—You'll have to leave out your literary notes this month, on account of the pressure on our art department.

Sub—Another portrait of Lincoln?

Editor—No—three new soap advertisements.—*Life*.

Trials of Greatness.—Mr. Greatman: Good morning, sir. What can I do for you, sir?

Reporter (with Edison phonograph and camera)—I have come to phonographically and photographically interview you for the *Daily Hustler*. Now, grin and chin.—*New York Weekly*.

"Here's a question," said the Information Editor, "that I can't answer. The man wants to know 'how long girls should be courted.'"

"Just the same as short girls," returned the Obituary Editor.

And the staff humorist stole the joke and sold it to the editor in chief for \$1.—*N. Y. Herald*.

This dialogue is said to have been overheard in a French restaurant:

"Ze brozers Bollitzer are grand journalists, eh?"

"Oui."

"Ze elder von he runs ze Monde?"

"Oui."

"Ze younger von—what ees et he runs—ze *Demi Monde*; no?"—*Chatter*.

The Only Remedy—For "that tired feeling" it might be good to take a rest from patent medicines.—*Puck*.

A Leavenworth editor sat down in a reserved seat already occupied by a hornet. He stands up when scissoring his editorials now.—*National Publisher and Printer*.

Contributor—What kind of jokes do you prefer?

Editor—Leap-year jokes.

Contributor—Why?

Editor—Because it takes them four years to get around again.—*Keystone*.

Sunday-School Teacher—I have brought you some odd sayings of the children in my class. I thought perhaps you'd like to print them.

Religious Editor (looking them over)—They are hardly blasphemous enough to be funny.—*New York Weekly*.

The Georgia editor who says that he will run a farm in connection with his newspaper, doubtless intends a delicate hint to country subscribers that he can raise all the pumpkins his family requires, and that subscriptions will not hereafter be payable in apples.—*Fairfax (Mo.) Star*.

The Girl Graduate Wants to See a Famous Man.—"So this is your editorial room, is it?"

"Yes."

"And are all these gentlemen editors?"

"Yes."

"Which one of them is We?"—*Chatter*.

The proprietor of a country daily started a weekly edition. "What do you think of the new venture?" he asked of a subscriber. "It's a splendid paper," was the enthusiastic response. "I like it better than the daily." "Why? It contains the same matter." "Yes, I understand that; but it only comes once a week."—*Canadian Bookseller*.

Since guessing schemes seem to be the rage, the *Western Journalist* has concluded to enter the field of grab-bag journalism, and makes the following offer: We wish to learn who is the most popular editor in America, and want votes to determine the matter. Cut this out and return with your vote, which will be duly recorded. The most popular editor, as shown by the votes received, will be sent to Venezuela at his own expense, and may stay as long as he will pay the bills. Vote early and often.—*Western Journalist*.

A quack, having invented a wonderful hair-invigorating fluid, applied to an editor for a testimonial. He gave it in these terms, calculated, we should think to convince the most skeptical: "A little applied to the inkstand has given it a coat of bristles, making it a splendid penwiper at little cost. We applied some to a tenpenny nail, and the nail is now the handsomest lather brush you ever saw, with beautiful soft hair growing from the end of it, some two or three inches in length. Applied to the door stones it does away with the use of the mat; applied to the floor, it will cause to grow therefrom hair sufficient for a Brussels carpet. A little weak lather sprinkled over a barn makes it impervious to the wind, rain, or cold. It is good to put inside of children's cradles, sprinkle on the roadside, or anywhere where luxuriant grass is wanted for use or ornament. It produces the effect in ten minutes."—*Tonsorial Times*.

